

## WEI (VIVIAN) GUO

Hong Kong Polytechnic University  
Business School (PBS)  
Hung Hom, Hong Kong  
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### ACADEMIC POSITIONS

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2012-Present    **Hong Kong Polytechnic University**, Business School, Assistant Professor

### EDUCATION

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2012            Ph.D. in Strategic Management, University of Maryland at College Park, Robert H. Smith School of Business

*Dissertation:* "Words Matter: Essays on the Relationship between Executive Word Choice and Investor Evaluation"

*Committee:* Agarwal, R., Gelfand, M.J. (I/O Psychology), Goldfarb, B. (co-chair), Hoberg, G. (Finance), Kirsch, D.A. (co-chair), and Smith, K.G.

2007            M.B.A., Marshall University, Lewis College of Business

2005            Bachelor of Business, Auckland University of Technology, Business School

### RESEARCH INTERESTS

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Strategic communications, Competitive strategy, Microfoundations of strategy

### PUBLICATIONS

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**Guo, W.**, Sengul, M., & Yu, T. (Forthcoming). "Rivals' Negative Earnings Surprises, Language Signals, and Firms' Competitive Actions." *Academy of Management Journal*.

**Guo, W.**, Yu, T., & Gimeno, J. (2017). "Language and Competition: Communication Vagueness, Interpretation Difficulty, and Market Entry." *Academy of Management Journal*.

**Guo, W.**, Yu, T., & Gimeno, J. (2014). "Language and Competition: Exploring the Antecedents and Consequences of Firm Verbal Signals." *Academy of Management Proceedings*. Vol. 2014. Academy of Management, 2014.

**Guo, W.** (2014). "Executives' Use of Emotional Language and Investor Reactions". In *Communication and Language Analysis in the Corporate World*. R.P. Hart (Ed.). Hershey, PA: IGI Global

**Guo, W.** (2011). Resources acquisition during initial public offering: Exploring the rhetoric of entrepreneurs. In Dean's Office and Dingman Center for Entrepreneurship (Ed.), *Entrepreneurship Research @ Smith 2011*. Robert H. Smith School of Business, University of Maryland, College Park

### WORKING PAPERS & PAPERS UNDER REVIEW

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Yu, T., Zhang, Y., **Guo, W.**, & Gimeno, J. "Glue or Gasoline? The Role of Interorganizational Relationships in the Spillover of Price Wars." *Preparing for Submission*, Academy of Management Journal

**Guo, W.,** Sengul, M., & Yu, T. “Be Prepared or Be Spontaneous: The Costs and Benefits of Top Managers’ Scripted Communication.” *Preparing for Submission*, Academy of Management Journal

**Guo, W.,** Yu, T., & Glynn, M. (2018). “Historical Contingencies of Market Structure: Competitive Dynamics and Categorical Change in the US Airline Industry, 1979-2013.” *Preparing for Submission*, Administrative Science Quarterly.

**Guo, W.,** Yu, T., Cannella, A., & Ferrier, W. “Microfoundations of Firm Competitive Behavior.” Manuscript Development in Progress

#### **Work-in-Progress:**

**Guo, W.** & Rindova, V.P. “Sensegiving under Uncertainty and Ambiguity: Framing, Statements of Beliefs, and Investor Reactions”.

**Guo, W.,** Yu, T., & Gimeno, J. “Make friends not enemies: Commonality language and Competitive Aggressiveness.”

#### **AWARDS & HONORS**

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| 2017 | Faculty Award for Outstanding Performance in Teaching, Hong Kong Polytechnic University, Faculty of Business   |
| 2014 | Best Paper Award, "Exploring the Antecedents and Consequences of Firm Verbal Signals." Academy of Management Annual Conference, Philadelphia, PA.  |
| 2012 | Best PhD Student Paper Award, “Being Too Positive? The Effect of Positive Emotion on Stock Market Reactions”, Strategic Management Society 32nd Annual International Conference, Prague.   |
| 2012 | BPS Division Distinguished Student Paper Award, “All Talk Cheap?: Stock Market Reaction to Executives’ Use of Realism”, Academy of Management Annual Meeting, Boston, MA.  |
| 2011 | Best Conference Paper Award, Finalist, “The Economic Value of Memorable Language: Stock Market Reaction to Executives’ Use of Memorable Language in Presentations”, Strategic Management Society 31st Annual International Conference, Miami, FL.  |
| 2011 | Best PhD Paper Award and Best Conference Paper for Practice Implications Award, Nominee, “The Economic Value of Memorable Language: Stock Market Reaction to Executives’ Use of Memorable Language in Presentations”, Strategic Management Society 31st Annual International Conference, Miami, FL |
| 2010 | Research Fellow, Dingman Center for Entrepreneurship, University of Maryland   |
| 2010 | Best PhD Student Research-in-Progress Award, Dingman Center for Entrepreneurship Research, University of Maryland  |

#### **GRANTS AND FUNDED RESEARCH**

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| 2017 | “Performance Surprises, Competitive Action, and Relative Market Positions.” (January 2017). Hong Kong Polytechnic University, Department of Management and Marketing (Department General Research Fund) (\$45,000 HKD) |
| 2015 | “Language and Competition: Firm Language Use, Competitive Response, and Market Consequences.” (July 2015). Hong Kong Research Grant Council (General Research Fund: Early Career Scheme) (\$466,593 HKD)               |

- 2014 “When Less Is More: Firm Verbal Market Signals and Competitors' Market Entry Decisions”. (November 2014). Hong Kong Polytechnic University (Central Research Grant) (\$105,000 HKD)
- 2013 “Right Person, Right Place: CEO Personality, Attention, and Firm Innovation”. (June 2013). Hong Kong Polytechnic University, Department of Management and Marketing (Department General Research Fund) (\$50,000 HKD)

## **TEACHING**

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### Teaching Interests

Strategic management, Entrepreneurship

### Courses

Strategic Management (Undergraduate level), Hong Kong Polytechnic University, 2012-present (10 sections). Average student rating: 4.53/5.0

Strategic Management (Undergraduate level), University of Maryland at College Park, 2008-2009 (2 sections). Average student rating: 4.56/5.0

Entrepreneurship (Undergraduate level), University of Maryland at College Park, 2010 (1 section). Student rating: 3.64/5.0

## **PROFESSIONAL SERVICES & AFFILIATIONS**

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Ad-hoc Reviewer for Management Science (2014-present)

Conference reviewer for AOM, SMS, IACMR (2009-present)

Member of Academy of Management (AOM), Strategic Management Society (SMS), and International Association for Chinese Management Research (IACMR)

### HONG KONG POLYTECHNIC UNIVERSITY

Committee member, Departmental Research Committee (2016-present)

Committee member, Departmental Staffing Committee (2016-present)

### DOCTORAL COMMITTEE

Pang Xue (dissertation co-chair), Hong Kong Polytechnic University, in progress

## **CONFERENCE PRESENTATIONS**

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“Historical Contingencies of Market Structure: Competitive Dynamics and Categorical Change in the US Airline Industry, 1979-2013.” Competitive Dynamics Conference, Smith School of Business, Queen’s University, Kingston, Ontario, June 2018.

“Microfoundations of Firm Competitive Behavior.” Competitive Dynamics Conference, Smith School of Business, Queen’s University, Kingston, Ontario, June 2018.

“Innovation at the Top: Proactive CEO, Top Executive Attention Focus, and Product Innovation.” Academy of Management Conference, Atlanta, GA, 2017 (BPS).

“What They Say They Do: Action Framing and Competitive Aggressiveness.” Academy of Management Conference, Vancouver, BC, Canada, 2015 (BPS).

“Language and Competition: Dissuading Competitive Entry with Ambiguous Language.” Junior Faculty Macro Consortium, University of Hong Kong, June 7, 2014.

Panelist, “The Reflective Power of Words – Capturing Executive Cognition and Social Influence.” Academy of Management Conference, Philadelphia, PA, 2014 (OMT).

"Language and Competition: Dissuading Competitive Entry with Ambiguous Language." Academy of Management Conference, Philadelphia, PA, 2014 (BPS).

“Is Do Investors Care How You Feel? Executives’ Use of Feeling Statements and Stock Market Reaction.” Strategic Management Society Conference, Prague, Czech Republic, 2012.

“Is All Talk Cheap?: Stock Market Reaction to Executives’ Use of Realism.” Academy of Management Conference, Boston, MA, 2012 (BPS).

“The Economic Value of Memorable Language: Stock Market Reaction to Executives’ Use of Memorable Language in Presentations.” Mid-Atlantic Strategy Colloquium, Chapel Hill, NC, 2011.

“The Economic Value of Memorable Language: Stock Market Reaction to Executives’ Use of Memorable Language in Presentations.” Strategic Management Society Conference, Miami, FL, 2011.

"Why You See What You See: A Multilevel Investigation of Top Management Attention." Academy of Management Conference, Montreal, Canada, 2010 (BPS).

“Multimarket Contact and Performance under Imperfect Monitoring.” Academy of Management Conference, Montreal, Canada, 2010 (BPS).

“Methods to Study the Cognitive Micro-foundations in Strategic Management: Computer Simulation and Games.” Strategic Management Society Conference, Washington D.C., 2009.

“Why You See What You See: A Multilevel Investigation of Dimensions and Antecedents of Top Management Attention”. Villanova University, School of Business, 2009.

## **OTHER EXPERIENCES**

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2004-2006            Human Resource Officer, Amazon.com Inc.

1999-2000            Television News Reporter, Hengyang City TV Station, China